

GUBI

PRESS RELEASE

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THE STEMLITE COLLECTION BY BILL CURRY





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Almost half a century after the Steamlite Collection's conception, GUBI is presenting two table lamps, two floor lamps and a pendant by American designer Bill Curry. The Steamlite was the first 'total look' lamp, a pioneering new typology conceived by Curry in 1962, which superseded the traditional base-plus-shade form with a single self-contained unit comprising interchangeable modules. His debut design, the much-emulated Steamlite, was named "most influential lamp of the year" by Industrial Design Magazine in 1965, used on the set of the original Star Trek TV series, and remained in production until 1977.

Optimism for a new normal

With a background in aerospace, Curry captured the hopeful zeitgeist of 1960s and '70s America, from the space race and the jet age to new pop trends, when he set up his own Los Angeles studio, Design Line, in 1962. He imagined playful 'new norms' made possible by emerging technologies and conceived innovative, bold, and colorful lighting collections fit for a new era.

"In the 1960s, mankind landed on the Moon — in 2024, Elon Musk is planning to have mankind land on Mars. In many ways, contemporary culture is heavily influenced by the 1960s, so it is the perfect time to finally see the Steamlite Collection come to life again," says Curry family member Julie Silliman.

As people all over the world begin to return to a 'new normal' in 2020, Curry's buoyant designs echo our own hopes for a better future. Reflecting our shared desires to reignite sociable relationships with friends and family, to reimagine our home and work lives unconventionally, and to reconnect with both nature and culture, the optimism of the 1960s captured in the Steamlite has new relevance. Its now-familiar nature-inspired form, curvilinear design and bright colors all spark joy and hope — it is a celebration of life that reminds us that the future is bright.

Nurtured by nature

The Stemplite was inspired by the strong, organic, yet slender stems that support flower heads in nature, echoing our reawakened desire to reconnect with the natural world. It comprises a die-cast metal base, evocative of a tulip-stem, topped with a mouth-blown glass globe, and a simple cylinder-shaped rotary switch underneath that gently rolls between the fingers from “on” through “off”.

“The Stemplite’s simple elongated form lends it an elegance that, combined with its visual storytelling and pioneering design concept, make it a natural addition to the GUBI Collection,” says Jacob Gubi, Owner and Creative Director, GUBI.

A flexible design concept

The Stemplite was proposed as a design concept, offering 48 modular variants using the same components to configure floor, table, and wall lights, each pared back to their simplest and yet most visually compelling form – and was extended between 1966 and 1971 to include more heights, stems, glass globes, shades, bulb variants and colors. This flexible yet cohesive approach aligns with Curry’s strong conceptual skills, honed while working as an ad man and art director, and the power of contrasting materials he refined at Design Line.

“At the peak of the space race and at the heart of progressive art, architecture and design, Bill Curry was a living example of a young designer who translated new influences into pioneering organic space-age aesthetics. Seeing him return to the design scene with GUBI is a dream come true,” says Silliman.

Today’s Stemplite remains true to Curry’s designs, comprising three of the original heights: two table heights, one of which was originally conceived as a floor lamp and the original floor lamp height. A second, taller floor lamp has been added and a pendant light has been engineered by simply flipping the original design upside-down. A counterweight, hidden

in the negative space created by the geometry of the foot of the upright lamps, enables them to meet contemporary safety requirements regarding stability – and versions of the floor and pendant lights with new larger globes are also available.

The visual consistency across the collection and carefully curated color palette offer the opportunity to use the lights in any combination making them ideal for residential, commercial and hospitality settings alike. Their subtle organic form complements bold modern interior spaces as well as more traditional surroundings. The black chrome, pebble gray and black-red are an understated and contemporary take on the original pop-inspired palette, reflecting the increasing popularity of 1960s and ’70s designs today. The frosted glass globe – originally mouth-blown by the company that made Los Angeles’ sturdy historic street lights – provides a gentle, atmospheric glow, perfect for adding diffused ambient light to a lighting scheme.

A forgotten design hero

The Stemplite was Curry’s bestselling and most well-known collection, selected by the United States Department of Commerce to showcase American design in the Soviet Union, Yugoslavia, and Iraq in the 1960s. Its striking yet elegant form and clear visual narrative makes it an ideal addition to the GUBI Collection.

Jacob Gubi explains: *“This collaboration came about from a mutual ambition to reintroduce a rare and forgotten design hero and put his progressive work back in the context of contemporary design. The Stemplite is the epitome of his approach and I can’t wait to see this iconic design back in production.”*

The Stemplite is being relaunched by GUBI as part of Jacob Gubi’s mission to reintroduce Curry’s work to contemporary audiences, securing his place in the design pantheon.

Product Information

IN STORES

September 2020

RECOMMENDED RETAIL PRICES:

Stemlite Table Lamp – H42:

- From: 3,595 DKK (incl. VAT)
- From: 4,895 SEK (incl. VAT)
- From: 4,695 NOK (incl. VAT)
- From: 418 GBP (incl. VAT)
- From: 469 EUR (incl. VAT)

Stemlite Table Lamp – H70:

- From: 3,596 DKK (incl. VAT)
- From: 6,595 SEK (incl. VAT)
- From: 6,295 NOK (incl. VAT)
- From: 560 GBP (incl. VAT)
- From: 629 EUR (incl. VAT)

Stemlite Floor Lamp – H110:

- From: 5,495 DKK (incl. VAT)
- From: 7,645 SEK (incl. VAT)
- From: 7,345 NOK (incl. VAT)
- From: 649 GBP (incl. VAT)
- From: 729 EUR (incl. VAT)

Stemlite Floor Lamp – H150:

- From: 5,795 DKK (incl. VAT)
- From: 8,145 SEK (incl. VAT)
- From: 7,845 NOK (incl. VAT)
- From: 720 GBP (incl. VAT)
- From: 779 EUR (incl. VAT)

Stemlite Pendant – Ø38

- From: 2,995 DKK (incl. VAT)
- From: 4,395 SEK (incl. VAT)
- From: 4,195 NOK (incl. VAT)
- From: 373 GBP (incl. VAT)
- From: 419 EUR (incl. VAT)

DIMENSIONS:

Stemlite Table Lamp H42

- Height: 42cm / 16.5"
- Shade Ø (Max): 32cm / 12.6"
- Shade Height: 17cm / 6.7"
- Foot Ø: 18cm / 7.1"

Stemlite Table Lamp H70

- Height: 70cm / 27.6"
- Shade Ø (Max): 32cm / 12.6"
- Shade Height: 17cm / 6.7"
- Foot Ø: 18cm / 7.1"

Stemlite Floor Lamp H110

- Height: 110cm / 43.3"
- Shade Ø: 38cm / 15.0"
- Shade Height: 20cm / 7.9"
- Foot Ø: 25cm / 9.8"

Stemlite Floor Lamp H150

- Height: 150cm / 59.1"
- Shade Ø: 38cm / 15.0"
- Shade Height: 20cm / 7.9"
- Foot Ø: 25cm / 9.8"

Stemlite Pendant Ø38

- Height 36.5 cm / 14.3"
- Shade Ø: 38cm / 15.0"
- Cord Length: 400cm / 157.5"

MATERIALS:

- Base: Die-cast steel 'foot' and aluminum 'stem'
- Shade: Frosted mouth-blown glass
- Cable: Fabric covered – white
- E27 bulbs (recommend frosted bulbs to avoid shadows in the glass shade)

COLORWAYS:

- Frosted white shade
- Pebble Gray
- Black Red
- Black Chrome

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